TRICARE Line Outbrief

PACIFIC AIR FORCES

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TRICARE

- Tell the Story
- Solve the Problems
- Deliver the Promise

Tell the Story….

- We've spent a lot of time, effort, and $$$ telling/selling the story.
  - Still haven't reached/convinced the grass roots, that's why their leery.
  - Need to market the product differently, i.e. target age groups/families on issues most likely to affect them. (18-24, 25-33, 33 up).
- Keep it simple but show cost comparisons with civilian HMO's.

Solve the Problems….

- Portability and enrollment procedures should be seamless regardless of region.
- Access to all medical care should be immediate…not up to 30 days later.
- Billing/claim concerns should be fixed with 72 hrs.
- A/D prime shouldn’t have to pay out of pocket.
- Every location need ONE STOP shopping.
- Utilize lessons learned form previous regions, prevent repeat discrepancies region to region.
  - Creates frustration w/troops during transfers.

Deliver the Promise….

- The proof is in providing great customer service.
- Due to manpower/fiscal reductions, we need to rely more on the internet.
  - Appointments, enrollment, RX refills.

Summary

- We've come a long way in a short period...
- A lot of great ideas and expectations from this conference.
- We have the tools and personnel in place for a great health care program.
  - We can deliver the promise if we work "Together" providing the facts and fix the serviceability issues.